

**System and Method for Client-Side Competitive Analysis****ABSTRACT**

A system and method for client-side competitive analysis is presented. When a provider server receives a  
5 portal's contribution request, the provider server includes  
an embedded program along with provider data in a  
contribution response, and sends the contribution response  
to the portal. In turn, the portal includes the provider  
data and the embedded program in a page of data, along with  
10 competitive data from other competitors, and sends the page  
of data to a client. While at the client, the embedded  
program extracts and processes the competitive data from  
the page of data. The embedded program may choose to alter  
the provider data based upon processing the competitive  
15 data, or the embedded program may choose to send the  
competitive data to the provider server for further  
analysis. In turn, the provider server may send a response  
to the embedded program to change the provider server's  
data that is located on the client's page of data.